The ACS is increasing its efforts to get other groups to join in activities that are unfavorable to tobacco. These clips show a few of the results.

NATIONAL HEALTH
FEDERATION BULLETIN
San Francisco, California
June 1961

"Mass of Evidence" Links Smoking, Health

Three Pennsylvania agencies associated with national health organizations today issued a joint statement asserting "a mass of statistical evidence" indicates a link between smoking and health.

The agencies — the Pennsylvania Division of the American Cancer Society, the Pennsylvania Tuberculosis and Health Society and the Pennsylvania Heart Assn.—made a plea for a "concentrated education program initially aimed at teen-agers so that they may be informed about the effects of smoking before their habit patterns are established."

The statement cited a government report saying the death rate for smokers of all forms of tobacco was 32 per cent higher, and the death rate for smokers of cigarets 58 per cent higher, than that of non-smokers.

Statement was issued at the Health and Welfare Building at a press forum.

Dr. Roland A. Loeb, of Lancaster, president of the Pennsylvania Division, American Cancer Society, and Dr. H. Roebling Knoch, of York, president of the Pennsylvania Heart Assn., joined Arthur Henninger, of Pine Grove, president of the state Tuberculosis and Health society, in issuing the statement.—The Evening News, Harrisburg., Pa., Friday, Mar. 17, 1961.

CALL
Allentown, Pennsylvania
December 1, 1960

Cancer Fight Is Aimed At Smokers

A series of films aimed at discouraging smoking will be shown in Lehigh County high schools under the joint sponsorship of the Lehigh County Cancer and Tuberculosis Societies.

The programs will include the films, "To Smoke or Not to Smoke" and "The Cancer Challenge to Youth." Pamphlets on "Shall I Smoke" will also be distributed.

The cancer society also reported it is conducting an educational program among employes in business and industry.

Letters were sent to 150 firms, along with pamphlets to be given to employes.

The project encourages people to visit their doctors if certain symptons appear which might indicate cancer. It also urges periodic health examinations.

TIMES-UNION
Albany, New York
February 3, 1961

Schools Must Teach Perils of Smoking, Education Chief Holds

By JOHN MAGUIRE
Times-Union Staff Writer

The State Education Commissioner said last night that schools have definite responsibility to teach pupils the ill effects of cigarette smoking.

Speaking at the Sheraton-Ten Eyck Hotel, Dr. James E. Allen, Jr., told about 100 health and education workers from throughout the state that young people must be kept informed "of current research findings relative to the use of tobacco in relation to cancer and other possible ill effects."

Giving youngsters better insight into the results of a decision to smoke or not to smoke is better, educationally, than lecturing, preaching or crusading to influence behavior, he said.

Allen addressed a dinner of a two-day conference on "Smoking and the Health of Youth." It was sponsored by the Empire State Health Council in cooperation with the State Education Department, the State Health Department, the State Division of the American Cancer Society and the State Charities Aid Association. The conference ends today.

STRAIGHT STUFF

High schol students can be persuaded not to start smoking if proper approaches are made, Daniel Horn, director of program evaluation of the American Cancer Society, said in an afternoon session at Chancellors Hall.

Horn said studies [illegible]

MASSILLON INDEPENDENT
Massillon, Ohio
May 13, 1961

Program To Tell Danger Of Smoking

A program on cigaret smoking and its relationship to lung cancer and other conditions will be presented during chapel periods Tuesday morning at Washington high school. The program will be staged by the Stark County Tuberculosis and Health association.

This is part of a county-wide project to bring the harmful effects of smoking to the attention of adults and young people. School officials and members of the Stark County unit of the American Cancer society are cooperating in the project.

* * *

RICHARD F. McCARTY, public information director for the TB association, will review the findings of recent research studies that reveal the highest incidence of lung cancer is found among men who are heavy smokers. Furthermore, a film strip, "To Smoke or Not To Smoke," produced by the American Cancer society, will be shown.

An exhibit illustrating the relationship between smoking and lung cancer will be on display in the high school lobby, alerting students to the risk the smoking habit poses to their health.

A TB association [illegible]

Source: https://www.industrydocuments.ucsf.edu/docs/nnmx0000